



Palais Royal Birthday

While ideals are seldom realized, they can be lived up to and worked for with all one's heart and mind, soul and strength. The ideal Palais Royal is to be an establishment where the maximum of merit shall be linked with the minimum of cost. Washington has particular need of such a store, because so many inhabitants, especially Government employees, receive inadequate compensation, while possessing the refinement that demands a competence. And, so, for more than a quarter of a century the Palais Royal has been endeavoring to reach its ideal. First, a "cash business" was established, so as to enable the buying and selling of merchandise at the lowest possible prices. Then came the selection of department managers, of men and women with innate good taste and business acumen. Then years of vigorous effort, sometimes stumbling, but always forging ahead. Today a great multitude of Palais Royal advocates will proclaim our ideal realized. This we know—that we cannot offer trashy goods because of ignorance, and that, because of principle, we dare not. This Thirtieth Birthday Anniversary we can justly claim that, quality considered, Palais Royal prices are always lowest, and that the fact is now fully recognized. Is not our ideal nearer realization than ever?

Learn of Tomorrow's Souvenirs

Thanks to our manufacturers and importers, the Palais Royal patrons are to enjoy a week of Souvenir attractions that will be long remembered. With just dealings always tendered and demanded, the Palais Royal is in friendly touch with all the wholesale markets, and its Birthday Anniversary is not to pass without kindly recognition of the fact.

List of Birthday Souvenirs

The Fourth Floor List

Our Souvenir—not to be credited to the manufacturers and importers—is 10 per cent discount, allowed on all Lace Curtains, Tapestry, Portieres, Draperies, Couch Covers, and all Pictures at \$1 to \$25. The following are offered through the courtesy of the wholesale houses:

Ladies' Quartered Oak, Bird's-eye Maple, and Mahogany finished Write-Desk, wall worth \$10...	\$7.50	All-wool Smyrna Rugs; 2½x5 feet. Qual. ity usually \$2.50.	\$1.75	Saxony Axminster Rugs; 2½x4 inches. Usually \$2.50.	\$1.98
Weathered Oak Book Shelves, attractive in appearance and thoroughly well made...	98c	All-wool Smyrna Mats; 16x 22 inches. Note—all wool.	59c	Saxony Axminster Rugs; 9x12 feet. The most staple and best of \$25 rugs.	\$21.50
Oak and Mahogany Couches. These, too, are both artistic and practical, worth twice the price asked.	75c	212 feet One-piece Tapestry Brussels Rugs. In rich Oriental and floral designs; size 9x12 feet. Usually \$20.	\$16.50	Japanese Bath Rugs; 2½x4 inches. These are usually \$2.	\$1.49

The Third Floor List

Nearly a half hundred Tailor Suits can be distributed at nominal prices, thanks to three leading makers. Separate Waists and Skirts are also included among the Souvenirs. "Caracal" Coats at nominal prices will be among the most agreeable surprises in the Fur Department. New style Corsets and Undergarments are also listed, as are Children's Garments.

Twelve Superb Tailored Suits, with 26-inch, tight-fitting, semi-fitting, and box coats, of broadcloth and man-made suitings; not one \$22.50. Are to be only...	\$22.50	Girls' Cloth Dresses; braid and silk trimmed; sizes 4 to 14 years; \$2.50 to \$3.50 values, only.	\$1.79	A little child looks "as pretty as a picture" in one of these White Bear Skin Coats. Note that they will wash and are here in sizes up to three (3) years. Good value at \$5 to \$5.50, to be only...	\$1.98
Will you not have to hurry when 20 Suits are to be \$12.98, especially when only thirty-six are here for distribution. Expect to find the very latest-nominal style long-coat suits, of superior all-wool cloth, and strictly made to order.	\$12.98	The new 32 and 50 inch Caracal Coats, the newly fashionable fur garments, are to be at greatest price, surprises, \$30.98 and...	\$50	The Silk-like Black Petticoats and the "simile" Feather-bloom Skirts, with pleated and ruffled flounces, are to be only...	59c
Silk Waists, the new tailored effects, in black, plain colors, and the plaids that are this autumn's craze. Only too few—all sizes—promised to early visitors.	\$3.98	The new semi-fitting Pony Jackets—made of the pony's skin—also Caracal Jackets, 28 and 30 inch lengths, are to be only \$19.98 and...	\$25	Long Kimonos of Oriental crepe, in floral and quaint geometrical designs, made with ribbon cords, and worth \$2.25, are to be only...	98c
Cloth Walking Skirts you can rely upon to retain their graceful shape are here in three newly attractive styles; each worth \$4.98.	\$4.98	Black Persian Paw Sets, each consisting of new long Scarf and large Pillow Muff, made to retail at \$10 per set, are to be only...	\$5.98	The usual one dollar (\$1) flannel-ette, knit, and white Wash Skirts, Kimonos, and Sacques are to be only...	88c
Two lots of Corsets, the names of which we have promised not to advertise, are to be offered at souvenir prices; \$4 and \$5 values are to be \$2.89, and \$2.50 values are to be...	\$1.59	Natural Squirrel Sets, each consisting of new fashionable Scarf and large Pillow Muff, made to retail at \$15 per set, are to be only...	\$8.98	The Superb \$5 Bath Robes, of all wool, eldorado, and blanket-fabric, with cord at waist, are \$3.98 to be only...	\$3.98
		Russian Pony Sets, each including correctly new Fur and Melon Muff, in all shades, made New York tall at \$15 per set, are to be only...	\$9.98	School Caps that the children will delight in—these Astrachan Tams, in red and gray. They'll laugh at their beauty. \$1 quality at...	50c

The Second Floor List

Dress Goods, Silks, and Trimmings are to be at less than New York prices for all of this Souvenir week. All the Trimmed Hats and Ostrich Feather Plumes are to be offered at 10 per cent discount, while not a few Untrimmed Hats and Trimmings are to be priced much less than usual. Ribbons, too. And don't forget that Bedwear and Table Linens are on the Second Floor, and that good bargains are offered. Complete list below:

44-inch All-wool Panama Cloth and Serge; plain and her-ribbons; plain and stripes and plaids. New York price is \$1.25.	\$1.00	20-inch All-wool Serges and Chevrons, in navy, browns, and black. New York price is \$1.25.	75c	Silk Velvets, new fall shades. New York price for this quality is \$1.50.	\$1.00
44-inch All-wool Suitings, plaid and stripes; effects for autumn wear. New York price is \$1.25.	\$1.00	19-inch Silk Taffeta, Messaline, and Liberty Satin, plain colors, in all shades. New York price is \$1.25.	59c	Elastic Belting, satin finish, in blues, brown, champagne, gray, and red. New York price is \$1.25.	69c
44-inch Herringbone Serge, navy, brown, and black. New York price is \$1.35.	\$1.35	Figured Silk Foulards, Plaid Taffeta, and Louisine Silks, in all shades. New York price is \$1.25.	59c	Soutache Braid Trimmings, 1 inch wide; are to be used by the mile; coats are bound with this braid, and seams are covered with them. Best quality is \$5 a yard in New York.	29c
42-inch Imported Broadcloths in new fall shades. New York price for this quality is \$1.25.	\$1.25	27-inch All-silk Pongee, new fall shades. New York price is \$1.00.	75c	Band Trimmings of 2½-inch wide silk rib net, embroidered with chevrons, in green, brown, navy, and black, the trimming seen on the new fall models. New York price is 75c yard.	69c
42-inch Wool Suitings, plain colors and plaids. New York price is 50c.	39c	27-inch Silk Taffeta; new fall shades. New York price is \$1.00.	89c	New Silk Pendants and Tassels, in black, white, and colors. New York price is 15c to \$1.00.	\$1.69
42-inch All-wool Batiste; light and dark shades. New York price is \$1.00.	50c	27-inch Guaranteed Black Taffeta and Faux de Soie. New York price is \$1.00.	89c	33-inch "Marvel Silk," plain colors, for skirts and linings. New York price is 25c.	25c
42-inch Plaid Wool Suitings; new fall shades. New York price is 75c.	59c	15-inch Crepe de Chine, plain colors, in light and dark shades. New York price, 50c yard.	59c	36-inch "Princess Satin," plain colors, for linings and skirts. New York price is 25c.	23c
42-inch All-wool Novelty Suitings, in wine, navy, brown, and green. New York price is 50c.	75c	26-inch Japanese Silk, plain colors, in full assortment of shades. New York price, 50c.	39c	36-inch Lining Percales, in all shades. Quality sold in New York at 10c per yard.	12c
3-inch Satin and Taffeta Ribbon, in all the wanted shades—white and black; 1½ a yard quality.	13c	"Boulevard" Velvet, plain colors, in the new fall shades. New York price, \$1 yard.	85c	G-nune California Wool Blankets; \$5.00 quality, per pair.	\$4.19
4-inch Satin and Taffeta Ribbon, in the best shades; 2½ a yard quality.	17c	72-inch wide Bleached Satin Damask; \$1.00 a yard quality.	89c	Large Silkoline Comforts; \$1.50 quality.	\$1.19
1-inch Messaline Ribbons, for millinery use; 2½ a yard quality.	26c	20-inch All-linen Napkins; \$2.00 a dozen quality.	\$1.69	Large White and Gray Blankets; quality worth \$2.50 a pair.	\$1.89
New Ambre Ribbons, with velvet edge, in all combinations used for millinery; quality worth \$1.00 a yard.	89c	36-inch Honey Comb Bath Towels; 15c quality.	11c	Crochet Bed Spreads in Marcelline effect. Best \$1.50 quality.	\$1.29
Fancy Belting, in navy, cardinal, gray, and black; 2½ a yard quality.	18c	45-36 inch Pillow Cases; 25c quality.	15c	Down Comforts, guaranteed not to shed. Best \$3.00 quality.	\$3.98

The List for Men

Gentlemen will find not a few best one dollar (\$1) Scarfs offered here tomorrow at 50c. Best Reindeer Gloves, usually \$2.50, are to be only \$1.14 per pair. Pure linen handkerchiefs, with hand-embroidered initials, are to be just half price, 2 for 25c. Umbrellas at \$2.49, worth \$3, and at \$5, worth \$7.50, are to be found at Eleventh street door. Books and Stationery are also here at price surprises. Are you a married man? Then consult the lists of Home Needs.

The First Floor List

Here one will find Gloves, Neckwear, Handkerchiefs, Bags and Belts, Umbrellas, Raincoats, Laces, Veils, Hosiery, Underwear, Art Needlework, Jewelry, Fans, Toilet Articles, &c. Here, too, is "Tiffany Room," filled with Silverware, and Art Nouveau Articles. Here, too, are Books and Stationery at prices that have helped to make the Palais Royal famous. The Birthday Souvenir list is below:

Best \$2.50 Gloves, \$1.14

For ladies are long real French and Reindeer Gloves, in tans, grays, modes, and black. All first quality—no "seconds." Please note that as the quantity is limited, only one pair can be allowed to each visitor. This rule is not made to restrict, only to create a fair distribution. Gentlemen in the family? Their Reindeer Gloves are here also at \$1.14.

\$1 to \$2 Gloves, 59c and 98c

Ladies will be delighted with the 16-button length Chamois finish Gloves at 59c, in grays, modes, tans, black, and white. The 2-clasp Kid Gloves at 59c are another agreeable surprise. At 98c are ladies' long Biarritz Kid and 2-clasp Glace Kid Gloves. Also Kid and Mocha Gloves for ladies, men, and children.

Silk Umbrellas, fitted with gun-metal, and leather handles. Mostly worth \$2.50.	\$5.00	French Lace Vests, in black and navy; imported to retail at \$1.00.	68c	Pomplian Massage Cream, 1.00 size for...	79c
Silk Umbrellas, best quality of material, but with handles comparatively plain; \$2.49 values.	\$2.49	Chiffon Cloth Vests, in all colors; retail regularly at 50c.	42c	Le Ferre's "Mando," for removing superfluous hair; \$1.00 size...	89c
Ladies' Newly Fashionable Raincoats. Made to retail at \$12.	\$9.98	Flirt Net Vests, with deep borders, with velvet ribbon border. New \$2.50 vests for...	\$1.98	Piver's Le Trece and Azura Perfume, usually 50c per ounce.	50c
Georgetown Teddy Bear College Pillow, exquisitely worked. Worth \$10.	\$10.00	Linen Handkerchiefs, hemstitched, embroidered, and lace-trimmed borders. Usually 25c.	21c	Pure Silk Hose, all silk, and with cotton feet; usually \$1.50.	\$1.29
Package Needlework—pillow tops, necktie racks, post card albums, &c.	50c	Pure Linen Handkerchiefs, with hand-embroidered initials; 25c quality, at only...	11c	Ladies' Lisle Hose, plain; lace ankles, and silk embroidered; 50c quality.	35c
Collar and Cuff Bags, in Art Needlework Department. Usually 15c.	11c	Read through this list of 21 leather-bound books, three-fold Card Cases, Cigar Cases, Combination Pocket Books, Leather Belts, Letter Cases, Writing Tablets, Music Rolls, Shopping Bags, Chainlains, Bags, Medicines, Whiskers, Flashing Drinking Cups, Collar and Cuff Boxes, Peated Hand Bags, Portfolios, Bag and Belt Sets. Newest and best \$1 articles at...	89c	Mercerized Silk Hose, fast black; usually 25c pair.	18c
Pillows and Centerpieces, finished samples. \$12 values at \$5, and \$10 values at \$5.	\$5.00	Imported Pig-skin Bags, fitted with collar; \$5.00 values.	\$2.98	Children's "Buster Brown" hose for boys and girls; sizes 6 to 10; usually 25c.	19c
Tinted and Stamped Centerpieces, holly, wild rose, daisy, and poppy designs.	10c	Hand Bags, Samples worth \$10.00 and \$12.00.	\$4.98	Men's Onetta Union Suits, winter weight, sizes of 34 to 44; usually \$1.	79c
Point Venice and Irish Crochet All-over Laces, 18 inches wide; also 6-inch Nets, dotted and figured. Worth up to \$5.	\$1.00	Hand Bags, samples, many styles and all colors; \$4, \$5, and \$6 values.	\$2.98	Silver-plated Dinner Knives; best 12, 14, and 16 penny weight; straight and curved. Set of six for...	\$1.59
Point Venice and Irish Crochet Laces, 3 to 8 inches wide. Some worth \$2.98 yard.	29c	Imported Beaded Hand-made B. Beaded Bags; some worth \$25.00.	\$2.49	Silver Tea Service—tea pot, sugar bowl, cream pitcher, and spoon-holder—guaranteed for 10 years. Worth \$7.50.	\$5.48
45-inch Black Chantilly All-over Laces; dotted and figured; used for dresses and waists; worth up to \$3.88 yard.	\$1.00	Congress Playing Cards, worth 50c, and Card Case, worth \$1.00.	39c	Nickel Watches—guaranteed for one year. \$1.10 over the world.	59c
18-inch Venice, Irish Crochet, Baby Irish, Oriental and Flirt All-over Laces; some worth up to \$3.88 yard.	\$1.59	Note and Address Books for the Hand Bags; 25c and 50c values.	25c	Ladies' Nickel Watches guaranteed for one year. Usually \$2.	\$1.10
SCISSORS AND SHEARS—Full nickel-plated, brass bolt and nut, all sizes; some worth 15c; very special; pair.	7c	Hand-made Beaded Finger Purse, all the latest colors; \$1.00 values.	59c	Sterling Silver Photo Frames—little gems. Worth \$1.00.	36c
Chiffon Cloth Vests, plain hemstitched and embroidered edges; also velvet dots; worth up to \$2.00.	89c	Daggett & Ramdell Cold Cream; 1.00 size for...	79c	Correct Stationery is "French Trinité"—100 sheets of writing paper and 50 envelopes. 25c worth for...	25c



Pure Linen, 13c

One thousand dozen of these best 25c quality Laundered Linen Collars, daintily embroidered; sizes 2 to 15; to be distributed at half their actual value, at 2 for 25c.

To Be 15c and 98c

Lace and Embroidery Stocks, 12 styles, all 25c quality, at 15c for choice. Flirt and other Lace Chemisettes and Yokes, worth up to \$3, at only 98c.

The Basement Floor List.

Here is a mighty store in itself. Note that best of Cut Glass is here for as little as 98c for a Napie to as much as \$33 for a Punch Bowl. Note, too, that 10 per cent discount is the Birthday Souvenir. Note that \$75,000 worth of articles that come under the head of Home furnishings are on this Basement Floor. Come tomorrow and pick out the Sweetest Singing Canary—it shall be yours for only \$1.87.

Gas Radiators, with 4 polished steel tubes; 25 inches high. Usually \$2.50.	\$1.88	French China Fish Sets, 15 pieces, with hand-painted decorations. \$15 value.	\$12.50	Haviland China Dinner and Tea Sets, 100 pieces, with new decorations. \$15 sets for...	\$23
Electric Porchlights, with art glass shades, umbrellas, with bead fringe. \$10 values.	\$7.50	Parlor Table Lamps, finished in old lacquer, with art glass shades. \$10 values.	\$7.95	Exquisite China Dinner and Tea Sets, 100 pieces, with art border decorations. Usually \$27.50.	\$23.50
Imported Chocolate Sets, with heavy gold decorations. Sets worth \$7.50.	\$5.00	French China Game Sets, large dish and 12 plates, hand-painted. \$15 values.	\$7.95	Earthen Flower Pots and Saucers, 8-inch size. Usually sold at 10c.	8c
Chamber Sets, 10 pieces, first quality, large fancy shape, rolled edge, decorated in assorted colors; \$2.25 sets for...	\$1.48	Jardine's, 8, 9, 10-inch sizes; assorted shapes and colors; worth 30c, 70c, and 90c.	39c	On Heating Stoves, with Miller smokeless burner and extra large oil tank. \$1.97 size for...	\$1.97
Carlebad China Dinner and Tea Sets, 100 pieces, first quality; hand-painted with gold. \$9.95 sets for...	\$9.95	13-inch Punch Bowl on foot; 2½ glass patterns. Worth \$1.50.	69c	Dining or Library Art Glass Dome Shades, fitted for electric lights, wired ready for use. They hang from the ceiling by massive gilt chain, which we furnish complete for...	\$25
Weisbach Lamps, complete with best burner, mantle and white globe. You know the usual price.	45c	Gas Radiators, with hand-painted shades and fringe. All fitted with best burners. Weis-Gas Radiators, 25 inches high, with mantel and six feet of tubing. \$6.50 values.	\$4.98		

A Clipping

The Washington Herald is of the opinion that G street is the coming thoroughfare. The following was clipped from the Real Estate Section of our superlatively good new newspaper:

FIRST IN THE FIELD

A. Lisner a Busy Pioneer in "Sleepy G Street."

LEFT AVENUE BACK IN 1893.

Reasons Actuating Removal Did Not Appeal to the Merchant's Friends. He Stood Almost Alone in His Determination—Why This Thoroughfare Invites a Stream of Trade.

The metamorphosis of G street into a thriving business thoroughfare may be chiefly credited to A. Lisner, proprietor of the Palais Royal. In his view the present development of this street and the indications of still more rapid growth in the future make it seem quite logical that G street must be, geographically and rightfully, one of the main arteries from the new Union Station to the uptown district, as it is already the short cut between the great government buildings.

Very different was the opinion when Mr. Lisner determined, about fifteen years ago, to change his place of business from Pennsylvania avenue to the present site. Formerly Mr. Lisner occupied the entire building once used by the Pension Office, now the site of the Raleigh Hotel. His best friends told Mr. Lisner in 1893 that it was "suicide" to forsake the historic Pennsylvania avenue for sleepy G street. Some of them went so far as to suggest in a half-indignant manner that he might well move out to the suburbs and start a department store where there was plenty of room.

Had Courage to Go Ahead.

But Mr. Lisner had the courage to support his theories with deeds, and the Palais Royal, at the northeast corner of G and Eleventh streets, was the outcome. The land and the building cost within a fraction of half a million dollars. G street came to life as a business thoroughfare with the opening of the Palais Royal, October 1, 1893.

It soon became apparent that the vast number of residents in the northwest section of the District favored the change of the location, and the new Palais Royal was a demonstrated success from the beginning. Women engaged in the government offices also found this G street establishment the most convenient for them. Sleepy G street was fully awakened, never to sleep again. Today the Palais Royal corner is one of the busiest in town.

So great is the traffic at the intersection of Eleventh and G streets that a special police officer is permanently stationed to control the street traffic and see to the safety of pedestrians. It is when the great offices of the government set free their army of attaches that G street swarms with humanity. It is then the popularity of the Palais Royal is made conspicuously evident. That the entrances of both Eleventh and G streets are amply large is true, but it is generally well known that the building itself has grown considerably too small for its vast patronage.

Invites Enormous Trade.

Those conversant with department stores credit the Palais Royal with the largest business in proportion to its size—a business greater than in many larger establishments of bigger cities. Some idea of its volume is gleaned from the investigation of the Herald reporter, who has learned that the sales of women's wares, in one day, amounted to \$150,000, sold only from a comparatively small table occupying a space measuring but 6 by 10 feet. When it is considered that the Palais Royal building is 140 by 100 feet, and that every inch of its five floors is used, some idea is realized of the vast business concentrated there.

Mr. Lisner's success did not begin and end with the selection of a location that has developed so marvelously. One little straw—those wares—proves it. Women who have mothers, wives, and sisters know that the home talk of late has been nothing but wares! We have all heard, until we are tired, that the Palais Royal is a thing of wares. It is this garment or that which is a bargain, so that the Palais Royal becomes a household word. Women know, and if their verdict is that this G street establishment is the best and most economical shopping place, one can be very certain that it is really so. It can be taken for granted that G street is the right location, and the Palais Royal the right store.

The growth of G street since the advent of the Lisner building is perhaps the most marked in the obliteration of St. Patrick's Orphan Asylum, on the site of which now flourishes the "Boston House." It would only need the erection of another great department store on the northwest corner to make G street a shopping center unequalled in many great cities.